

White Smoke Motorsports Goes from the Internet to Indiegogo

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/EINPresswire.com/ -- A good mechanic is hard to find. They're even harder to find if they don't have a physical location where you can go when you need to get your car fixed. Sure, there are the big chain repair outfits that charge an arm and a leg, but people want a hometown mechanic they can count on, someone with whom they're on a first-name basis. They want a mechanic like Christopher Holloway II, better known as Chris. And Chris Holloway wants to run an automotive repair shop that serves the community. With more than nine years of automotive repair/performance modification experience under his belt, he's ready for an address so that his small business can become rooted in the community. Wife Abby Holloway is right by his side with six years of customer service that will be an integral part of the business side of White Smoke Motorsports.

The Holloways are hoping that their [Indiegogo crowdfunding campaign](#) will raise the funds that are needed to acquire tools and equipment and help pay the rent and liability insurance during

the time that the business is getting established in its new location. An added advantage of the-brick-and-mortar business is that the second floor of the structure is an apartment where Christopher and Abigail can live. They're hoping to raise \$60,000 by December 12 so that White Smoke Motorsports will become a dream-come-true reality.

Everyone who drives recognizes the importance of automobile safety and maintenance in a world where commuting to work is a way of life. Chris and Abby Holloway recognize that an automotive repair shop has to deliver service that's reliable so that the vehicle continues to run the way it's supposed to. Performance is key for cars, and no matter how trustworthy your car is, sooner or later it's going to need repairs, or an inspection, or just a routine oil change. By providing consistently good service, their shop can build up customer loyalty so that people come back again to see if Chris



or one of his guys can take a look under the hood.

A brick-and-mortar building has obvious advantages, but there are risks as well. Employees will need to undergo proper safety training before they can be entrusted with the operation of the equipment. A successful and [reputable shop](#) needs to have qualified, knowledgeable technicians on staff who are able to keep up-to-date with new repair and diagnostic methods. A repair shop has a lot of assets that need to be protected, which require a security system such as ADT so that the property has 24/7 monitoring, a fast alarm response, and emergency staff notification so that robberies, vandalism, and break-ins can be prevented. Auto repair stores have a responsibility to their customers. But they also need to be conscious of the community, something that the Holloways feel strongly about. That's why they are committed to recycling tires, wheel weights, motor oil, oil filters, antifreeze, brake, transmission and power steering fluid, fuels, batteries, etc.

Supporting this campaign means supporting a man and woman who want to work and contribute by using their skills. They also want to share their affection for White Smoke Motorsports with backers. Car lovers will appreciate the perks that the Holloways are [offering to crowdfunding supporters](#). Posters, bumper stickers, and swag bags are some of the perks that donors can look forward to receiving. Their White Smoke Motorsports logo apparel and merchandise can't be found in any store in the world. Contributors to the campaign will have their names printed in the White Smoke Motorsports: The Beginning book as a tribute to all the backers who donate to the campaign. VIP contributors, those donating \$10,000 to the campaign, will have their name engraved on a plaque that will be on display at White Smoke Motorsports so that all their customers and visitors will know who gets the credit for giving a business a start.

Small businesses are the backbone of America. Your crowdfunding support can help strengthen the spine of the small business community by backing White Smoke Motorsports.

About White Smoke Motorsports

Chris and Abby Holloway are partnering with Indiegogo for a crowdfunding campaign that will give White Smoke Motorsports (www.whitesmokemotorsports.com) a home. They mean that literally; they want to find a brick and mortar location for their automotive repair shop so that it can branch out from its Internet home into a physical structure where people can have their cars fixed. With Chris' nine years of automotive repair experience and Abby's six years of experience in customer service, they're a married couple who are already a business team. By raising \$60,000 from crowdfunding backers, White Smoke Motorsports, with thousands of high performance parts from the best manufacturers in the world, can become a successful small business benefitting the community by providing it with a qualified mechanic.

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